

PRETTYLITTLETHING

X

LITTLE MIX

Introducing PrettyLittleThing x Little Mix!

We have teamed up with the global pop phenomenon **Little Mix** to create a collection of cohesive stories that reflect each of the girl's personal style, capturing **PrettyLittleThing's** core customer, and perfect for the imminent party season!

The collection cultivates true girl-band uniform with a nod to the 90's and noughties and just like **Little Mix's** eclectic taste, we are giving you the perfect mixture of textures and prints. Think luxe jacquards, bottle green and deep copper sequins, eye-catching snake prints and dazzling, diamante crystal embellished mesh.

[Perrie](#), [Jade](#), [Leigh-Anne](#) and [Jesy](#) individually felt passionate about wearing a collection that would sit perfectly against not only each other, but every BODY! Considering all current trends, this-seasons colour palette and assorted fabrics and shapes, we have got you covered for all the "what to wear" dilemmas this party season. Coming in sizes 4-26 and prices ranging from £12 - £100.

On designing the collection, Little Mix said;

"We're so excited to announce that our collection with Pretty Little Thing is launching on Nov 7. We've absolutely loved creating this collection for you and can't wait for you to see it"

Grab your girl squad and follow Little Mix into dancing season. Time to shine in sequin-winning looks with floor sweeping maxi's, show a little skin mini's and must-have 3 pieces. Nailing those cool but chic party outfits have never looked sexier. Oversized power jumper dresses paired with killer thigh slouch boots or those 90's double denim looks, matched with luxe deep blue faux fur jackets, for the ultimate evening glam.

Embracing the holidays with the ultra-alterative party pieces in vinyl or satin textures mixed with vibrant yellow, midnight hues and animal prints. Accessorize it up, as more is more. You'll be drippin' in diamonds with noughties shoulder or chain mail bucket bags, chunky headbands and chain belts, these are the add ons that are made to be seen.

"The holiday collection is always one of the brands biggest and boldest campaigns and what a pleasure it is to welcome Little Mix into the PLT family and announce them as the faces of this collection. We have worked hard with the girls to bring this collection to life - from initial concepts, to all design and fit meetings. The girls have carefully considered their audience and the PLT customer in each design and I'm excited for everyone to see what we've created together.

The girls have been fans of PLT over the years so collaborating with them was an absolute pleasure on this project as they already had a huge attachment to the brand. What's so wonderful about this collaboration is Little Mix define unity and strength to young girls and women through their music but also they all have such unique and individual style which makes this collection so exciting because it's so diverse. Similar to PLT they have had such huge success in the UK and their journey to global success is very much aligned with PLT. This is a great alignment and a very exciting moment for the brand and the consumer." - **CEO, Umar Kamani**



Follow the call of the disco ball, with these hero looks. Your party season wardrobe is about to pop.

Shop the collection from 7th November at www.prettylittlething.com
For more information, samples or imagery please contact; charlie.dickinson@prettylittlething.com